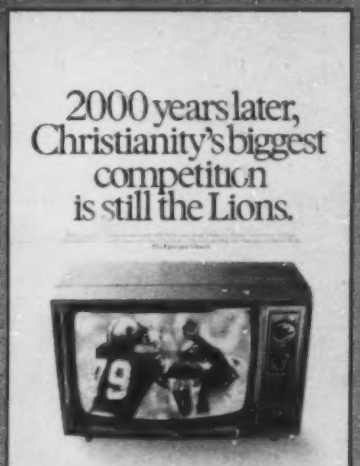
BEST OF PRESS

Selling Christmas tree ornaments can't be as easy as it looks, and buying them certainly isn't. But here Pier 1 makes it easy for you, using a good headline to sell its one-of-a-kind inventory. Credit the Richards Group, Dallas. Creative directors: Glenn Gill and Grant Richards; copywriter: Ross Myers; art director: Carl Warner; photographer: Jim Bowie.



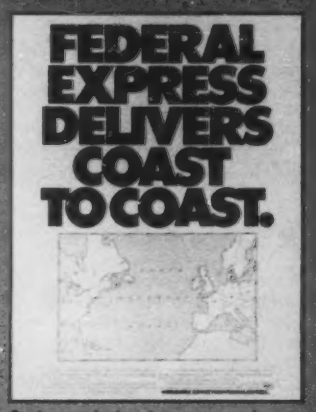
Credit Fallon McElligott, Minneapolis, for knowing as much about the ritual of the National Football League as the ritual of churchgoing. It shows a church ad, in this case the Episcopal Ad Project, can pack a punch with a light touch. Creative director and copywriter: Tom McElligott; art director: Dean Hanson.

HOW MUCH RED TAPE IS TOO MUCH RED TAPE WHEN HE THREATENS TO KILL YOU?
According to the U.S. Department of Justice, a 20-year-old American has a 72% chance of being victimized by violent crime in his or her lifetime.
Any red tape is too much.
Why should a threatened human being be forced to "wait" weeks or months before she can acquire a firearm for legal self-defense? She has never committed a crime. She never intends to. Yet she must wait. While those who do intend to commit crimes do not obey the law. And do not wait.
That's why our constitution guarantees your right to own a firearm. A right that can be as precious as life itself.
Don't own a firearm if you choose not to. But never let anyone deny or delay your constitutional freedom to make that choice.
DEFEND YOUR RIGHT TO DEFEND YOURSELF.

Regardless of your politics or opinions about the gun lobby, the common fear and anxiety the ad portrays is inescapable. The artwork is strongest because it's blurred. An unequivocal issue ad from the Ackerman, Hood & McQueen agency, Oklahoma City, Okla., and the NRA. But what else? Creative director: Angus McQueen; copywriters: Tim Odenart and Les Kerr; photographer: Michael Ives.

Best of Press selections are made by a committee of three: Hank Simons, VP-creative director, Newspaper Advertising Bureau, New York; James Dunaway, VP-information, Newspaper Advertising Bureau; and Patrick Reilly, Advertising Age newspaper industry reporter. National System Inc., St. Louis, provides tearsheets to the Newspaper Advertising Bureau for much of this work. Agencies, clients and newspapers are invited to submit ads for review. Submissions should be sent to Mr. Reilly in AA's New York bureau.

Remember the joke? Here's the punch line, doing good work for both Sears, Roebuck & Co. and K mart Corp. at once. Credit Cramer-Krasselt, Chicago, for a concept as appealing as a blue-light special. Creative director: Maureen Moore; copywriter: Erica Sillins; art director: Virginia Cefle.



A strong, but not overpowering, headline and type delivers the message, and the map gives it a twist. So ya gotta read it. Again, credit Fallon McElligott for clearly showing Federal Express is more than a U.S. air service. Creative director: Tom McElligott; copywriter: George Gier; art director: Bob Brihn; artist: Bob Blewett.

Newspaper ad spending sputters

New York—October was a dud for the major market newspapers tracked by the Advertising Age Flash Report.

Total spending in 16 key ad categories was up 2% from October 1986, a disappointment after September spending levels ran a strong 11.3% ahead of last year (AA, Nov. 30). It was the second weakest monthly performance of 1987. June fell 3.8% behind the year-ago month.

New-car advertising in newspapers, the engine behind much of the year's Flash Report gains, stalled in October at 1986 levels. The retrenchment by auto advertisers, perhaps flinching at lower projected sales, could not be overcome by strong advances in the amusements, bank and trust company and computer stores and supplies categories.

In a month punctuated by Wall Street's jarring Oct. 19 "Black Monday" plunge, spending in the stock, bond and investment house category approached $3 million, up 20.1% from its 1986 pace.

Overall, 10 of the 16 categories measured for the report by Media Records were up, compared to 12 gainers and four losers the previous month. Results reflect spending by advertisers in 29 daily and 22 Sunday papers.

Food stores, like autos, a strong ad spender in September and through much of the year, fell behind 1986 levels in October.

Spending by general-merchandise stores, though up from the year-ago month, advanced only 2.7% after a 12.3% gain in September.

October also dashed hopes that department store spending—the biggest dollar category measured for the report—was rebounding from the weak levels of the summer.

After nearly matching 1986 levels in September, the department store category in October fell $4.6 million, or 4.4%, behind the year-ago pace.

FLASH REPORT: Newspaper advertising investment for October

October 1987	IN 100 THOUSANDS / IN BILLIONS	DOLLARS		CHANGE	
CATEGORIES	YEAR	1987	1986	ACTUAL $ GOR L	% GOR L
Amusements	1987 / 1986	$41,425,190	$33,3[illegible]	8,123,050	+24.4
Computer stores & supplies	1987 / 1986	6,987,826	[illegible],783	+2,259,043	+47.8
Department stores	1987 / 1986	99,872,171	104,471,257	-4,599,086	-4.4
Food stores	1987 / 1986	37,313,537	37,719,254	-405,717	-1.1
Radio, TV, phonographs, records	1987 / 1986	20,595,461	22,285,789	-1,690,328	-7.6
General merchandise stores	1987 / 1986	49,412,457	48,098,087	+1,314,370	+2.7
Alcoholic beverages	1987 / 1986	2,511,172	2,750,107	-238,935	-8.7
Cameras, photo supplies & services	1987 / 1986	48[illegible],295	187,103	+294,192	+157.2
Computers, equipment & services	1987 / 1986	3,018,376	2,063,269	+955,107	+46.3
Public service utilities & communications	1987 / 1986	7,491,894	6,553,297	+938,597	+14.3
Publishing & media	1987 / 1986	15,603,393	18,486,570	-2,883,177	-15.6
Cigarettes	1987 / 1986	4,301,708	3,536,493	+765,215	+21.6
Airlines	1987 / 1986	17,256,416	17,830,105	-573,689	-3.2
Passenger cars-new	1987 / 1986	22,424,355	22,056,946	+367,409	+1.7
Banks & trust companies	1987 / 1986	13,100,553	10,922,368	+2,178,185	+19.9
Stock, bond & investment houses	1987 / 1986	2,964,880	2,469,035	+495,845	+20.1

This Flash Report of newspaper advertiser investments, compiled for Advertising Age by Media Records, is derived from tabulations that cover 29 dailies and 22 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Cincinnati, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown.

Source: Media Records Inc.

Newspaper Advertising Inches; October 1987 vs. October 1986 (Standard Advertising Units in the Media Records Conversion System)

	1987 Full Run	1987 Part Run	1986 Full Run	1986 Part Run
AKRON, OH				
Beacon Journal (M)	107.136	——	111.494	——
Beacon Journal (S)	77.773	——	71.306	——
Grand Total	184.909	——	182.800	——
NOTE: Beacon Journal changed from evening to morning publication effective July 13, 1987.				
ALLENTOWN, PA				
Call (M)	172.101	——	174.278	——
Call (S)	100.598	——	96.796	——
Grand Total	272.699	——	271.072	——
NOTE: Part run figures not available				
ASBURY PARK, NJ				
Press (E)	213.247	36.302	210.925	35.398
Press (S)	157.129	15.652	151.898	16.939
Grand Total	370.376	51.954	362.823	52.337
ATLANTA, GA				
Constitution (M)	185.808	98.277	193.567	87.045
Journal (E)	173.938	86.801	187.405	86.075
Journal & Constitution (S)	113.482	81.658	132.126	67.721
Journal & Constitution (Sat)	60.507	——	45.956	——
Grand Total	533.735	266.736	559.054	240.841
NOTE: Constitution Morning and Journal Evening published five days a week only				
BALTIMORE, MD				
Sun (M)	148.865	19.498	162.644	7.737
Sun (E)	126.787	19.521	132.662	7.248
Sun (S)	155.427	52.086	166.968	47.647
Grand Total	431.059	91.105	462.274	62.632
BERGEN COUNTY, NJ				
Record (E)	183.010	18.184	187.632	23.424
Record (S)	166.593	42.789	154.959	38.639
Grand Total	349.603	60.973	342.591	62.063
BOSTON, MA				
Herald (M)	98.189	——	108.766	751
Herald (S)	23.644	48.502	21.951	36.441
Globe (M)	167.777	13.271	170.493	20.306
Globe (S)	205.276	43.748	199.685	34.581
Grand Total	494.886	105.521	500.895	92.079
BUFFALO, NY				
News (AD)	114.560	35.089	126.185	26.414
News (S)	52.097	50.998	57.745	35.860
Grand Total	166.657	86.087	183.930	62.274
CAMDEN, NJ				
Courier-Post (E)	143.862	25.615	145.813	19.092
Courier-Post (S)	77.733	22.931	80.611	17.932
Grand Total	221.595	48.546	206.424	37.024
CHARLOTTE, NC				
Observer (M)	143.943	——	145.296	——
Observer (S)	78.797	——	74.261	——
Grand Total	222.740	——	219.557	——
NOTE: Part run figures not available.				
CHICAGO, IL				
*Tribune (M)	142.160	286.085	138.446	270.789
*Tribune (S)	153.122	101.544	127.533	116.520
Sun-Times (M)	157.444	87.582	156.4..	100.520
Sun-Times (S)	61.706	58.089	66.747	48.922
Grand Total	514.431	513.280	492.823	526.671
NOTE: Tribune figures supplied by publisher to Media Records. 1987 figures represent advertising for 9/28/87–10/25/87.				
CINCINNATI, OH				
Enquirer (M)	163.078	10.884	179.815	11.138
Enquirer (S)	133.061	8.726	138.765	11.041
Post (E)	87.048	26.574	89.354	21.170
Grand Total	383.187	46.184	407.934	43.349
CLEVELAND, OH				
Plain Dealer (M)	158.578	39.953	155.331	36.341
Plain Dealer (S)	117.232	11.142	124.705	10.023
Grand Total	273.810	51.095	280.036	46.364
DALLAS, TX				
News (M)	281.613	17.066	298.452	15.874
News (S)	164.524	14.139	152.486	12.267
Times-Herald (AD)	202.971	24.095	229.123	45.521
Times-Herald (S)	115.069	28.557	108.229	21.774
Grand Total	764.177	83.857	788.290	95.436
DENVER, CO				
Rocky Mt. News (M)	275.872	22.333	291.385	6.816
Rocky Mt. News (S)	89.031	27.984	92.842	2.050
Post (M)	168.764	35.516	211.123	12.994
Post (S)	87.435	32.767	111.196	1.132
Grand Total	599.102	118.600	706.545	22.992

	1987 Full Run	1987 Part Run	1986 Full Run	1986 Part Run
DETROIT, MI				
Free Press (M)	105.528	65.289	107.742	57.725
Free Press (S)	48.193	48.496	46.493	40.951
News (AD)	178.623	44.909	170.442	48.555
News (S)	98.276	30.695	94.517	26.299
Grand Total	430.620	189.389	419.194	173.530
ESCONDIDO, CA				
Times-Advocate (E)	94.393	2.427	107.080	4.219
Times-Advocate (S)	52.215	——	43.971	35
Grand Total	146.608	2.427	151.051	4.254
FORT LAUDERDALE, FL				
News & Sun-Sentinel (S)	105.131	——	111.186	——
Sun-Sentinel (M)	277.192	——	297.839	——
Grand Total	382.323	——	409.025	——
NOTE: Part run figures not available. Morning figures include the Saturday Edition.				
FORT WAYNE, IN				
Journal Gazette (M)	87.551	——	86.993	——
Journal Gazette (S)	73.495	——	74.294	——
News Sentinel (E)	87.281	——	97.360	——
Grand Total	248.327	——	258.647	——
NOTE: Part run figures not available.				
GREENWICH/STAMFORD, CT				
Time (E)	88.987	11.802	91.804	1.119
Time (S)	65.740	7.846	64.271	——
Advocate (E)	116.656	27.096	118.683	16.820
Advocate (S)	65.479	5.452	61.165	2.547
Grand Total	336.875	52.196	335.923	20.486
HARTFORD, CT				
Courant (M)	166.124	48.923	172.087	47.513
Courant (S)	95.248	144.235	89.609	135.540
Grand Total	261.372	193.158	261.696	183.053
HONOLULU, HI				
Advertiser (M)	124.818	——	136.625	——
Star-Bulletin (E)	113.310	——	130.908	——
Star-Bulletin & Advertiser (S)	82.015	——	79.540	——
Grand Total	320.143	——	347.073	——
HOUSTON, TX				
Chronicle (AD)	246.078	34.241	232.688	45.424
Chronicle (S)	123.831	33.772	108.342	38.066
Post (M)	155.456	41.364	147.712	36.562
Post (S)	71.345	34.274	75.337	22.171
Grand Total	596.710	143.651	564.079	142.223
LONG BEACH, CA				
Press Telegram (M)	131.581	45.743	119.400	50.450
Press Telegram (S)	63.936	1.949	66.020	1.993
Grand Total	195.497	47.692	185.420	52.443
LONG ISLAND, NY				
Newsday (E)	113.308	149.696	146.545	124.119
Newsday (S)	77.231	129.095	108.497	83.259
Grand Total	190.539	278.791	255.042	207.378
LOS ANGELES, CA				
Times (M)	327.716	292.626	319.778	384.650
Times (S)	173.306	88.736	164.437	94.374
Herald-Examiner (M)	76.991	7.579	66.585	7.725
Herald-Examiner (S)	17.084	8.157	15.544	9.601
Grand Total	595.157	397.098	566.324	416.350
LOS ANGELES/SAN FERNANDO VALLEY, CA				
News (M)	203.541	26.458	191.894	54.492
News (S)	85.924	3.433	86.608	1.917
Grand Total	289.465	29.891	278.302	56.409
***LOS ANGELES/TORRANCE, CA**				
Breeze (E & S)	221.051	——	220.461	——
Grand Total	221.051	——	220.461	——
NOTE: Figures supplied by publisher to Media Records.				
***MEMPHIS, TN**				
Commercial Appeal (M)	142.725	100.347	139.928	113.738
Commercial Appeal (S)	92.643	11.362	95.934	8.001
Grand Total	235.368	111.709	235.862	121.739
NOTE: Figures supplied by publisher to Media Records.				

	1987 Full Run	1987 Part Run	1986 Full Run	1986 Part Run
MIAMI, FL				
Herald (M)	163.054	——	177.273	——
Herald (S)	87.863	——	84.003	——
News (E)	67.247	——	61.989	——
Grand Total	318.164	——	323.265	——
NOTE: Part run figures not available.				
MINNEAPOLIS, MN				
Star Tribune (AD)	128.123	50.517	128.494	25.554
Star Tribune (S)	138.048	2.846	139.160	6.098
Star Tribune (Sat)	34.869	——	25.679	——
Grand Total	301.040	53.363	293.333	31.652
***NASHVILLE, TN**				
Banner (E)	104.487	——	121.595	——
Tennessean (M)	108.790	——	123.120	——
Tennessean (S)	101.116	——	89.024	——
Grand Total	314.393	——	333.739	——
NOTE: Figures supplied by publisher to Media Records.				
NEW BRUNSWICK, NJ				
Home News (E)	101.712	828	105.420	2.354
Home News (S)	82.599	6.295	75.287	8.878
Grand Total	184.311	7.123	180.707	11.232
NEW YORK, NY				
Times (M)	209.383	21.054	212.059	18.159
Times (S)	207.992	147.458	205.095	124.758
News (M)	74.849	95.101	69.217	108.039
News (S)	46.224	83.392	43.906	83.532
Post (AD)	79.737	1.182	62.904	1.192
Grand Total	618.185	348.187	593.181	335.680
NEWARK, NJ				
Star Ledger (M)	236.889	6.299	241.013	6.709
Star Ledger (S)	228.964	32.707	198.276	23.022
Grand Total	465.853	39.006	439.289	29.731
OAKLAND, CA				
Tribune (M)	89.039	80.311	95.478	86.542
Tribune (S)	45.791	40.530	42.321	41.408
Grand Total	134.830	120.841	137.799	127.950
OCEANSIDE, CA SAN DIEGO COASTAL NORTH COUNTY				
Blade-Tribune (E)	97.571	5.507	112.581	6.708
Blade-Tribune (S)	51.653	1.595	46.423	——
Grand Total	149.224	7.192	159.004	6.708
NOTE: Blade-Tribune Evening published five days a week only				
ORANGE COUNTY, CA				
Register (AD)	345.524	85.725	340.945	92.654
Register (S)	120.007	10.196	126.124	6.949
Grand Total	465.531	95.921	467.069	99.603
PHILADELPHIA, PA				
Inquirer (M)	167.880	44.174	176.597	46.791
Inquirer (S)	144.462	61.283	131.528	73.327
News (E)	89.082	4.181	97.425	6.874
Grand Total	401.424	109.538	405.550	126.992
***PHOENIX, AZ**				
Arizona Republic (M)	229.538	12.39..	7.260	13.848
Arizona Republic (S)	158.364	——	544	——
Gazette (E)	218.894	12.5..	486	13.949
Grand Total	598.796	24.94..	70	27.797
NOTE: Figures supplied by publisher to Media Records.				
***PROVIDENCE, RI**				
Journal (M)	98.318	119.843	96.115	84.571
Journal (S)	134.219	55.971	112.807	54.493
Grand Total	232.537	175.814	208.922	139.064
NOTE: Figures supplied by publisher to Media Records.				
***ST. LOUIS, MO**				
Post Dispatch (M)	125.520	38.192	114.444	37.431
Post Dispatch (S)	128.771	——	125.313	284
Grand Total	254.291	38.192	239.757	37.715
NOTE: Figures supplied by publisher to Media Records.				
ST. PAUL, MN				
Pioneer Press Dispatch (AD)	105.518	——	107.879	——
Pioneer Press Dispatch (S)	109.278	——	109.450	——
Grand Total	214.796	——	217.329	——
NOTE: Part run figures not available.				
SAN ANTONIO, TX				
Express-News (AD)	124.991	40.508	131.755	40.885
Express-News (S)	74.383	22.654	74.417	35.164
Express-News (Sat)	38.412	——	34.711	——
Light (AD)	122.769	16.082	153.369	23.871
Light (S)	85.873	5.661	94.158	4.940
Light (Sat)	31.627	818	30.347	1.743
Grand Total	477.875	85.121	515.757	106.603
NOTE: Express-News All Day and Light All Day published five days a week only.				

	1987 Full Run	1987 Part Run	1986 Full Run	1986 Part Run
SAN DIEGO, CA				
Union (M)	239.569	43.513	228.899	44.734
Union (S)	133.026	1.180	130.134	——
Tribune (E)	231.722	41.666	243.897	45.735
Grand Total	604.317	86.359	602.930	90.469
SAN FRANCISCO, CA				
Chronicle (M)	142.439	67.625	139.080	84.871
Examiner (E)	136.345	66.788	——	——
Examiner & Chronicle (S)	84.376	27.092	79.599	38.731
Grand Total	363.160	161.505	218.659	123.602
NOTE: 1986 Examiner Evening figures not available.				
SAN JOSE, CA				
Mercury News (AD)	303.281	17.860	301.804	29.686
Mercury News (S)	144.745	——	142.412	——
Grand Total	448.026	17.860	444.216	29.686
***STATE COLLEGE, PA**				
Centre Times (E)	86.960	4.879	94.635	9.486
Centre Times (S)	41.941	444	43.080	568
Grand Total	128.901	5.323	137.715	10.054
NOTE: Figures supplied by publisher to Media Records.				
***TOLEDO, OH**				
Blade (E)	106.022	——	117.953	——
Blade (S)	109.845	——	106.047	——
Grand Total	215.867	——	224.000	——
NOTE: Figures supplied by publisher to Media Records.				
WASHINGTON, DC				
Post (M)	315.198	47.352	333.508	53.810
Post (S)	174.256	35.359	157.435	44.740
Grand Total	489.454	82.711	490.943	98.550
WASHINGTON, DC SUBURBAN GROUP				
Montgomery Journal (M)	70.587	904	75.764	836
Fairfax Journal (M)	81.171	2.383	93.762	1.613
Grand Total	151.758	3.287	170.526	2.449
NOTE: Montgomery Journal Morning and Fairfax Journal Morning published five days a week only.				
WESTCHESTER ROCKLAND, NY				
Reporter Dispatch (E)	111.556	18.729	105.445	23.9..
Reporter Dispatch (S)	93.652	21.051	86.612	21.8..
Grand Total	205.208	39.780	192.057	45.796
WICHITA, KS				
Eagle-Beacon (M)	115.738	——	123.455	——
Eagle-Beacon (S)	72.869	——	79.410	——
Grand Total	188.608	——	202.865	——
NOTE: Part run figures not available.				

Source: Media Records

This data has been provided by Media Records for exclusive publication in Advertising Age and may not be reprinted or published in any form without explicit permission from Media Records. All newspapers represented are subscribers to Media Records. For those newspapers that subscribe to Media Records National Advertising Reporting Service, Total Advertising data shown has been supplied by the publisher to Media Records and included in this compilation. All publisher supplied figures are converted to MRCS/SAU inches by Media Records. These newspapers are indicated with an asterisk (*).

REPORTING METHODOLOGY

Media Records continues to measure in linage but due to the introduction of the SAU 6 column format Media Records has designed and developed a methodology with the approval of our subscribers, the INAME Measurements Committee, The ANPA/NAB Working Committee, The AAAA Newspaper Committee, and other industry groups.

The approved methodology is titled The Media Records Conversion System (MRCS) and is based upon the printed page area of each product of the newspaper and is a five step approach as follows:

1. Measure Printed Page
   Width and Depth in Inches
2. Determine Square Inches of Page
   Multiply Width by Depth Inches
3. Determine the Number of SAU Inches of Page
   Divide the Square Inches by 2.0625 (SAU Inches)
4. Measure the Total Lines of the Page
   Multiply Column Depth Agate Lines by the Number of Columns on the Page
5. Determine the Factor for Converting Measured Lines to Reported SAU Inches
   Divide the Total Lines of Page by the Number of MRCS/SAU Inches of the Page

SAU® is the registered trademark of the American Newspaper Publishers Association

Prime-time

(Continued from Page 3)

less a 15% agency commission. That would represent a 7% increase compared with '86-87 levels. Other dayparts, especially sports, are expected to outperform that.

The total picture is clouded, however, by the ongoing "make-good"—or advertiser rebate—problem now plaguing the networks (AA, Dec. 21).

Prime-time household ratings are off an estimated 10% to date, and when advertisers are guaranteed in upfront buys that certain ratings levels will be met, the network owes make-good time.

If people meters continue to show 10% lower viewing levels throughout the TV year, the networks theoretically could owe as much as $500 million in make-goods to advertisers.

Industry experts, however, say this figure is greatly exaggerated for at least two reasons.

For one, the networks built in artificial increases in their '87-88 CPMs because of the changeover in ratings methodology from diaries to people meters. These so-called "cushions" are expected to soften the blow from decreased viewing levels.

Secondly, the networks usually pay back advertisers with their least expensive—and hardest-to-sell—spot inventory.

Still, the make-good problem is a difficult one for the networks.

"If the ratings picture shows no improvement by February . . . and if advertising shows any sign of slowing down," then two of the three networks would lose money, said Alan Gottesman, an analyst with L.F. Rothschild & Co.

Nevertheless, the networks are riding on an extraordinarily strong sales year, as the price-per-program proves *(see chart)*.

NBC's "Cosby Show" continues to reign as network TV's most expensive program. The show's average $369,500 per :30 increased 4% from October 1986 to October 1987. However, several "Cosby" units have been sold throughout the year for more than $400,000 a :30.

Every NBC show on Thursday night increased its rate, but "Cheers" topped all NBC shows with a 31% increase to $307,000.

ABC's top-priced show for the second year in a row was "Moonlighting," which had a rate increase of 37% to $249,190.

CBS' top performer remained "60 Minutes," which boosted its rate 4% to $160,300.

But the big gainer at CBS was "Magnum, P.I.," which went up 56% to $140,790.

There were some shows registering decline. Among the biggest was former ABC champion "Dynasty," whose price plummeted 30% to $113,540. Close behind was NBC's "Family Ties," which moved from Thursday to Sunday nights, and now has dropped 27% to $219,500. "Dallas" had a surprising 1% decline in October, going to $139,470.

For the full year, revenues could be higher because of the Winter and Summer Olympics.

The unit costs are compiled by Broadcast Advertisers Reports. BAR collects the numbers directly from the networks.#

Networks' 30-second price list, 1987-88 season

Prices reflect the average advertisers paid for a 30-second prime-time unit in October 1987. NBC's average cost was $150,625; ABC has an average cost of $111,820; CBS' average cost is $103,130. The networks provide these numbers to Broadcast Advertisers Reports and A.C. Nielsen Co. The following reflects the most recent schedule with new-for-fall shows shaded in gray; an asterisk (*) denotes where a time period has a different program since October. *Source: BAR and Nielsen.*

		7:00 (ET)	7:30	8:00	8:30	9:00	9:30	10:00	10:30
MONDAY	ABC			MacGyver $90,330		Monday Night Football $195,000			
	CBS			Kate & Allie $102,640	Frank's Place* $100,350	Newhart $149,190	Designing Women $124,790	Cagney & Lacey $115,440	
	NBC			ALF $149,500	Valerie's Family $161,000	NBC Monday Night at the Movies $150,000			
TUESDAY	ABC			Who's the Boss? $197,660	Growing Pains $228,350	Moonlighting $249,190		thirtysomething $125,460	
	CBS			Houston Knights $87,850		Jake & the Fatman $91,520		The Law & Harry McGraw $75,080	
	NBC			Matlock $103,000		J. J. Starbuck $82,000		Crime Story $98,000	
WEDNESDAY	ABC			Perfect Strangers $138,110	Head of the Class $159,290	Hooperman $146,780	The "Slap" Maxwell Story $127,090	Dynasty $113,540	
	CBS			The Oldest Rookie $75,360		Magnum, P.I. $140,790		The Equalizer $134,520	
	NBC			Highway to Heaven $109,000		A Year in the Life $134,500		St. Elsewhere $131,000	
THURSDAY	ABC			Sledge Hammer! $38,740	The Charmings $45,860	ABC Thursday Movie $79,830			
	CBS			Tour of Duty $67,590		Simon & Simon* $85,770		Knots Landing $127,050	
	NBC			The Cosby Show $369,500	A Different World $276,000	Cheers $307,000	Night Court $257,500	L.A. Law $205,000	
FRIDAY	ABC			Full House $79,780	I Married Dora $68,660	Mr. Belvedere* $89,960	Pursuit of Happiness* $79,090	20/20 $80,000	
	CBS			Beauty & the Beast $68,900		Dallas $139,470		Falcon Crest $99,700	
	NBC			Rags to Riches $91,500		Miami Vice $171,500		Private Eye $124,000	
SATURDAY	ABC			Ohara* $55,680		Sable* $37,070		Hotel $83,480	
	CBS			CBS Saturday Movie* $57,000-$100,000				West 57th $48,120	
	NBC			Facts of Life $107,000	227 $111,500	Golden Girls $182,500	Amen $135,000	Hunter $121,500	
SUNDAY	ABC	Disney Sunday Movie $78,734		Spenser: For Hire $64,530		The Dolly Parton Show $138,210		Buck James $94,370	
	CBS	60 Minutes $160,300		Murder, She Wrote $140,560		CBS Sunday Night Movie $121,020			
	NBC	Our House $92,500		Family Ties $219,500	My Two Dads $189,000	NBC Sunday Night at the Movies $155,000			

Ad recall up

(Continued from Page 3)

advertising they recalled, 32.3% drew a blank, compared with 39.5% a year ago and 38.1% 18 months ago. It is possible that the number of pet owners has increased significantly or that November's sample was somehow more tuned in to advertising, but not likely.

Interestingly, overall recall was higher in November 1987 for *every* product category tracked by adWatch than it was for surveys taken one year and 18 months ago.

For one possible explanation of this admittedly unscientific hypothesis, it may not be necessary to look beyond the advertising that ranked as the best recalled in November.

The California Raisin Advisory Board's dancing raisins are not cult figures that transcended the advertising. They drew attention to the craft of advertising. Those commercials added the word "Claymation" to many people's vocabulary.

Several other ad campaigns that ranked among the best-recalled during 1987 also were remembered and discussed as examples of the craft. McDonald's Corp.'s "Mac Tonight" spots combined a familiar song with memorable art direction, sparking a sharp rise in recall.

The witty monologues at the heart of the campaign for E&J Gallo Winery's Bartles & Jaymes wine cooler have drawn as much attention to the craft of advertising copywriting as they have to the two actors who play Frank and Ed.

Similarly, the campaigns for Anheuser-Busch's Bud Light and Miller Brewing Co.'s Miller Lite have ranked among the best-recalled advertising every month in 1987, in part because consumers are watching to see what the creators think of next.

AdWatch is a joint project of ADVERTISING AGE and SRI Research Center, Lincoln, Neb. Advertising awareness is measured by asking a nationally projectable sample to name the advertising that first comes to mind from all seen, heard or read in the previous 30 days.

In November, 1,000 adults were polled by telephone. Those changes in advertising awareness deemed statistically significant by adWatch researchers are attributable to more than sample variation.

There were a few significant changes in the November survey. Among them:

- Apple Computer's multimedia campaign continues to gain awareness in the **computer** category. In November, Apple's advertising came to mind first for 30.7% of the sample, up 4.4 percentage points from October. Since April, when Apple fell to second place with a 21.1% share of first mentions, it has increased its share by nearly 50%.
- IBM Corp. has settled back into second place after taking the top spot in April. In November, it garnered 20.2% of first mentions, down 2.1 points from October. Radio Shack was third in November with a 3.6% share.
- The **wine** category continues to be a battle of Hal Riney & Partners campaigns. In November, the agency's advertising for Gallo wines strengthened its hold on first place with 15.6% of first mentions, up 2.5 points.

Recall of Bartles & Jaymes wine cooler advertising fell 5.2 points to a 6.9% share and third place. Riunite moved into the No. 2 spot with 7.8% of first mentions.#

For more information or data, contact SRI Research Center, 301 S. 68th St. Lincoln, Neb. 68506. Phone: (402) 489-0351.

Whittle spruces up division

Campus Voice changing

By PATRICK REILLY

Whittle Communications' Campus Voice Network division is undergoing a revamp.

Reacting to industry rumors that *Campus Voice*, a 1.2 million-circulation magazine, will fold this spring, media entrepreneur Christopher Whittle said the magazine and its Campus Voice Biweekly wall posters will make "significant advancements."

"We will change the look, the packaging and the marketing of Campus Voice," said Mr. Whittle, founder and publisher at the Knoxville, Tenn.-based company. "There will be big changes."

Mr. Whittle is being secretive about the planned changes, except to say that *Campus Voice's* distribution of three times a year could be increased. He said the division's sales staff will begin selling the magazine to advertisers this week and that changes would appear in the fall 1988 issues.

The newsy wall posters, changed every two weeks during the academic year, are on more than 5,000 campuses in fixed positions, such as student centers.

Mr. Whittle said there would be little change in the Campus Voice Sampler, which distributes more than 1.2 million product-sample boxes.

The new effort will mean revenues from student publications, wall posters and sampling will increase 29.4% to $11 million in 1988, Mr. Whittle said.

Campus Voice, formerly known as *Nutshell*, was one of Mr. Whittle's original properties and was one of the first magazines to target college students directly when it was launched in 1969.

Today, *Campus Voice* is distributed free on more than 400 college campuses and carries an estimated 52% of all national advertising in the student publications.

However, the lucrative college market has become crowded and increasingly competitive. There are now as many as 16 college magazines taking national advertising. The most high-profile and well-funded publications include McGraw-Hill Publications Co.'s *Business Week Careers*, Newsweek Inc.'s *Newsweek on Campus* and Time Inc.'s *Student Life*.

Newsweek on Campus, launched in 1982, has a circulation of 1.3 million on 224 campuses. *Student Life*, which was renamed from *Dorm* when it was bought by Time Inc. last year, has a circulation of 1.2 million and comes out twice a year.#

C2710-1

#########3-DIGIT 200
02019094 9 AA00 8803 COMP 062
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

—P. 33 | George Will on ads—P. 66

© Entire contents copyright 1988 by Crain Communications Inc. All rights reserved. $2.00 a copy; $64 a year

January 18, 1988

NEWSPAPER

Advertising Age

Crain's International Newspaper of Marketing. In Two Sections. Section 1.

Last Minute News

WPP may unveil new European network

LONDON—WPP Group could announce early this week the formation of a new European agency network affiliated with Lord, Geller, Federico, Einstein, New York. WPP executives are meeting with the network's potential first client, Milan-based automaker Alfa Romeo, which is considering agencies for its $25 million account. Lintas Worldwide previously handled $14 million in Alfa Romeo billings in seven European countries but was not free to handle the automaker throughout Europe. Paul Huybrechts, a 24-year J. Walter Thompson veteran and international VP who has worked on Ford business in Detroit and Europe, most recently in Madrid, would leave JWT to become account group director for Alfa Romeo Europe. The network would be run separately from WPP's J. Walter Thompson Co., New York, a major U.S. agency of Ford Motor Co., Dearborn, Mich.

NutraSweet plans fat substitute

SKOKIE, ILL.—NutraSweet Co. on Jan. 27 will announce that it has developed a low-calorie, low-cholesterol fat substitute, *Crain's Chicago Business* reports. Pending approval by the Food & Drug Aminis'ration, the company expects to use the dairy-based substitute firs: in ice cream, perhaps to be marketed under NutraSweet's own retail brand

(Continued on Page 8)

CBS lashes out at meter 'flaws'

By VERNE GAY

NEW YORK—CBS has launched a high-level assault on A.C. Nielsen Co. by denouncing the new people-meter system as "unacceptable" and a threat to the entire network television industry.

In a "private" letter to Nielsen Chairman John Holt, CBS/Broadcast Group President Gene Jankowski demanded that errors plaguing the new system be corrected.

Copies of the letter were circulating among several major network advertisers and key ad agencies last week.

The Jankowski letter, dated Dec. 23, is drawing applause from some agency executives, who praised the CBS executive for stepping up the pressure on Nielsen.

Mr. Jankowski's letter also demanded that Nielsen begin an "independent validation" to determine whether the ratings, upon which the networks base their advertising rates, were correct. His language was blunt.

"We have reviewed the performance of the new people-meter service over its first three months of operation as the official Nielsen measurement of national television audiences, and we find that performance unacceptable," Mr. Jankowski wrote.

"More importantly, we find that the shortcomings of the Nielsen people-meter service have already had a disproportionate economic impact on the television network industry and, if not corrected, will

(Continued on Page 92)

P&G, Disney link videos, products

By WAYNE WALLEY

Procter & Gamble Co. is offering free Disney videocassettes with product purchases in a major winter promotion.

In cooperation with Walt Disney Home Video, P&G will offer buyers of specially marked packages of Ivory dishwashing liquid and Tide laundry detergent a free "Special Edition" of Disney's "Cartoon Classics" collection of videotapes by mail.

The Cincinnati-based marketer will support the giveaway with an estimated $15 million national TV and print ad blitz this month.

A 30-second spot from Saatchi & Saatchi DFS Compton, New York, first aired Jan. 15 and will continue through Jan. 31, when the initial phase of the campaign ends with the cover page of a free standing insert in 48 million Sunday newspapers.

Burbank, Calif.-based Disney estimates P&G will distribute as many as 1 million of the specially produced "Cartoon Classics" tapes during the six-month offer.

Disney, which sold an estimated 3 million copies of its "Lady & the Tramp" videotape at $29.95 this past holiday season, will support the giveaway with its own point-of-purchase displays at video stores. The displays, created in-house, also tout Disney's 10-volume cartoon series priced at $14.95 per tape.

The free cassette, in addition to its three cartoons and special introduction, includes a trailer for the other "Classic Cartoons" tapes.

P&G, looking for a 1988 follow-up to its extensive multibrand "Great American Key Hunt" promotion with General Motors Corp. last year (AA, Feb. 23), approached Disney with the idea. "We were obviously interested," said Carole Black, VP-marketing at Walt Disney Home Video. "I knew what it meant to be associated with Tide, and February has always been 'Tide month,' when the company likes to put on

(Continued on Page 92)

Wine coolers press agencies to ignite sales

By PATRICIA WINTERS

Wine cooler marketers, suffering problems with celebrity spokesmen, are pressuring their ad agencies to come up with new creative in time for the key spring/summer selling season.

Leader Joseph E. Seagram & Sons, New York, is unlikely to renew its contract with Bruce Willis for Seagram Golden wine coolers and is asking Ogilvy & Mather to create a new cooler campaign that will be as successful as the Willis campaign.

E&J Gallo Winery, Modesto, Calif., which markets Bartles & Jaymes wine coolers, has asked Wieden & Kennedy to develop speculative creative based on characters Frank Bartles and Ed Jaymes, sources said. Levine, Huntley, Schmidt & Beaver also is talking to Gallo about a campaign.

This development is occurring despite reports that Richard Maugg, who portrays Ed Jaymes, says he is uninterested in working with any agency other than Hal Riney & Partners.

San Francisco-based Riney resigned the $75 million account in December (AA, Dec. 7).

The Willis campaign for Seagram's wine coolers is widely credited with helping the brand vault over Gallo into the leadership position of the category from fourth place two years ago.

Concerned the account will be

(Continued on Page 92)

Illustration by David Klein

FOCUS ON AGENCIES

Fallon rues 'joke'

Agency cast in unfamiliar, negative role

By BOB GEIGER

MINNEAPOLIS—Irv Fish says he has not felt so much heat since the offices of Martin/Williams Advertising, where he worked, burned to the ground in 1978.

But Mr. Fish, as Fallon McElligott's chief financial officer, knows that FM's predicament is no joke.

The question at the agency last week was how many potential presentations FM has lost through a clumsy attempt at humor that has put the agency—which has grown in its seven years to $130 million in billings—in a very unflattering spotlight.

The crude responses to a woman's written complaint about an FM presentation's use of the words "bitch" and "whores" already have cost the agency five-year client US West's $9 million corporate account, have put other clients in an uncomfortable position and threaten to brand fast-rising FM permanently as callous and arrogant.

The incident has sobered agency executives here and elsewhere, as they watched a shop—accustomed to winning accounts, creative awards and praise—let a thoughtless action become the focus of embarrassing national media coverage.

"The silver lining is that it's heightened all of our awareness," said Lee Lynch, chairman of Carmichael Lynch.

It all started when Neala Schleuning, director of the Mankato (Minn.) State University Women's Center, wrote to Charles Anderson, a partner in FM subsidiary Duffy Design Group (AA, Jan. 4). She objected, in part, to a print ad FM had done for WFLD-TV, Chicago, pro-

(Continued on Page 92)

Fallon McElligott's ad for WFLD-TV, Chicago, was one spark that caused the ire of Neala Schleuning and others. Agency brass responded with mocking letters, and now FM is awash in bad publicity.

Highlights

NEWS

6 Holiday Inns sours on BJK&E
Holiday Inns is reviewing its account at Bozell, Jacobs, Kenyon & Eckhardt, New York.

12 Discover on the rebound
Sears, Roebuck & Co.'s Discover card appears to be turning the corner.

38 Ad growth slows
Despite optimistic 1988 ad business forecasts, many agency executives say budgets have shown little growth so far.

52 Sony spins new disc
Sony Corp. of America is promoting new compact disc players that can spin smaller CDs.

62 Centlivre looks ahead
FCB's Lou Centlivre looks ahead at the creative process of the 1990s and sees clear, visual messages with an unexpected twist.

71 Playing the weighting game
Marketers of low-calorie foods and beverages are heavying up on their ad and promo budgets.

76 MONY bonks on new spots
MONY Financial Services is taking a long shot with a TV campaign featuring lengthy spots.

78 The state of the onion
To peel off misunderstandings about onions, Vidalia growers are planning a nationwide blitz.

81 An Olympic brew
Cashing in on Olympic fever, Century Importers is introducing Calgary Beer, a Canadian amber lager, in the U.S.

INTERNATIONAL

68 The sweets of France
Marketers are racing to launch France's first calorie-free soft drinks and food products.

69 BBDO eyes Brazil shop
BBDO Worldwide's interest in buying Brazil's second-largest shop signals parent Omnicom Group's desire to boost its status there.

AD REVIEW: The attitude of money. Page 94.

Special Report: Direct Marketing starts after Page 60.

Departments

Brady 64
Brady's Bunch 81
Editorial 14
For the Record 89
Forum 18
Garfield 65
Global Gallery 48
Letters 20
MediaWorks 82
People 84
PeopleWorks 74
Photo Review 75
Research Beat 44
The Next Trend 64

Vol. 59, No. 3—ADVERTISING AGE (ISSN 0001-8899) is published weekly except semiweekly the fourth week in March and the fourth week in September at 740 Rush Street, Chicago, IL 60611-2590. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 965 E. Jefferson, Detroit, Mich. 48207. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691. AD AGE is available for electronic retrieval on the NEXIS® Service, Mead Data Central, Inc., P.O. Box 933, Dayton, O. 45402 (800 227-4908). $2.00 a copy, $64 a year, $108 two years. Add $104 per year for air delivery to Europe & Middle East. Add $34 for surface mail to all other foreign countries. WILLIAM STRONG, VP-circulation; JOHN HUFFMAN, fulfillment director; DAVE KELLEY, circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to: Circulation Department, Advertising Age, 965 E. Jefferson, Detroit, Mich. 48207 1-800-992-9970.

Were JWT firings a 'financial thing'?

By GARY LEVIN and JON LAFAYETTE

NEW YORK—The recent firing of five highly paid senior executives at J. Walter Thompson Co. was motivated by either money or politics, sources say.

Gone are John Cronin, 56, vice-chairman and chief advertising officer of the company, as well as four exec VPs: Harold Clark Jr., 52, charged with organizational development; Ronald Kovas, 45, recently on assignment at JWT's Hill & Knowlton PR unit but earlier regarded as heir apparent to ousted chairman Don Johnston; Terence Martin, 44, the latest in a series of top finance and administration officers; and Stephen Salorio, 45, general counsel and secretary (AA, Jan. 11).

Mr. Clark believes the firings—which saved the agency nearly $2 million in salaries and bonuses—were motivated by the need to increase profits for the company's new shareholders.

"In [JWT Chairman-CEO Burt Manning's] mind I think it was purely a financial thing," Mr. Clark said. "He's not a vindictive man. People who say he's out to get Johnston people don't know him very well."

Emma Hill, analyst at Wertheim Schroder & Co., said Mr. Manning's mission is to "change a fat corporate culture."

She said the agency had a number of highly paid executives and that she expected Mr. Manning to change the compensation system to a bonus arrangement that would reward performance.

But others said the firings were a determined effort by top management—WPP Group CEO Martin Sorrell and Mr. Manning—to rid the company of the last executives nurtured by Mr. Johnston, almost a year to the day after events were set in motion leading to the takeover of JWT.

"My view is that Burt Manning is totally entitled to build his own management team," Mr. Cronin said. "I guess he has to make his own judgments on who he wants on that [team]. He doesn't want me and he told me so."

Messrs. Clark and Cronin together worked on the "advertising management group" and were charged with developing the "Thompson Way," a philosophy of planning and creating ads.

In an internal memo, Mr. Manning

(Continued on Page 92)

L.A. shop taps new president

DDB gets boost

By CLEVELAND HORTON

LOS ANGELES—DDB Needham Worldwide named Dave Park, chairman-ceo of a sister agency in Hawaii, to fill the vacant post of president of DDB Needham here.

Mr. Park, 45, replaces Richard Edler, who left 18 months ago to become exec VP-general manager, McCann-Erickson.

Mr. Parks comes from Milici Valenti Park & Gabriel, Honolulu. After Mr. Edler's departure, DDB Needham West President Alan Pando, who heads five western DDB Needham agencies including MVP&G, acted as president of the Los Angeles shop.

At MVP&G, President Frank Valenti becomes chairman-ceo and Exec VP-Creative Director Tom Gabriel becomes president.

Mr. Park's appointment marks the "culmination of the reorganization" at DDB Needham here, Mr. Pando said.

The agency suffered a string of defections among its senior ranks since Mr. Pando took over in early 1986 (AA July 27, 1987).

Mr. Pando said that with the exception of three people, the departures were "all part of the same reorganization I planned from the day I got here. My idea is run it [the agency] lean."

Mr. Park's new assignment takes effect immediately, but Mr. Pando expects a two-to-three-month transition period during which Mr. Park will split his time between Los Angeles and Hawaii.

Mr. Park spent 22 years in advertising in Hawaii. He founded Mayfield Smith Park in 1969, and 16 years later merged it with DDB agency Milici Valenti.

Olympic ad onslaught begins

By PATRICK McGEEHAN

With the Winter Olympics in Calgary, Alberta, just four weeks away, dozens of U.S. companies are unleashing advertising and promotion campaigns in the biggest commercial onslaught ever for the Winter Games.

Nine global sponsors paid the International Olympic Committee a total of $120 million to become official sponsors of the Summer and Winter Games and of most national Olympic committees.

The Summer Games will be held in Seoul, South Korea, in September.

The U.S. Olympic Committee, which organizes all activities of the U.S. team, raised more than $70 million from 42 companies, said John Krimsky, deputy secretary general of the USOC.

On top of those sponsorship fees, advertisers will spend $360 million to advertise on ABC-TV's 97-hour broadcast of the Winter Games, industry sources said.

Four years ago, ABC paid a staggering $309 million rights fee for the Calgary Games, more than three times what it paid to carry the 1984 Winter Games from Sarajevo, Yugoslavia.

The network said it will lose money on the Winter Games. "We did the best job ever of marketing the Olympics, and we are very pleased with sales," said Larre Barrett, VP-Olympic sales for ABC.

U.S. Olympic Committee sponsors

Adidas	ALCOA
Jeep	Anheuser-Busch
Blue Cross/Blue Shield	Briggs & Stratton
Campbell Taggart	Canon
Clairol	Data General
Maxwell House	General Motors (Buick)
Gillette	Hilton Hotels
Merrill Lynch Realty	Motorola
McDonald's	Uniroyal
United Airlines	Xerox
Waste Management	

T.O.P. sponsors*

Brother Industries	Coca-Cola
Federal Express	Kodak
Matsushita	3M
Philips	*Time*
Visa	

XV Olympic Winter Games sponsors

Anheuser-Busch	Atco Development
Safeway	Buick
IBM	Labatt's
Motorola	Nova (energy)
Petro-Canada	Royal Bank of Canada
Shell Canada	Xerox

* The Olympic Programme, which includes sponsorship of Winter and Summer Games and U.S. team. *Source:* Ad Age.

ABC began selling prime-time 30-second units at $255,000 and now is asking $300,000. Saturday and Sunday daytime units started at $100,00 and are now $125,000; late-night sold out for $60,000 to $75,000. About 2% of ABC's inventory is left for sale.

Notable Olympics-related advertising and promotion plans include:

• Chrysler Corp., Highland Park, Mich., and Ford Motor Co., Dearborn, will share the $50 million automotive category on ABC's broadcast, though Detroit-based General Motors Corp.'s Buick division is the official car sponsor of the USOC.

GM of Canada is supplying vehicles for the Winter Games, and Chrysler's Jeep brand is an official sponsor of the USOC.

Ford, which purchased an estimated one-quarter of ABC airtime, will divide it between corporate commercials and Ford and Lincoln-Mercury division spots.

Ford also is advertising in *Sports Illustrated's* special Olympics issue, and Ford's Lincoln-Mercury division has developed a retail-oriented commercial for its dealers to air during post-Olympics programming.

The campaign, entitled "Drive for the Gold," shows the Mercury emblem resembling an Olympic gold medal.

• Coca-Cola Co., one of the nine official global sponsors, will be the only soft-drink advertiser on the broadcasts of the Winter and Summer Games.

"Can't You Feel It," a song commissioned by the Atlanta-based company that will be sung by the Coke World Chorus at the opening ceremonies in Calgary, will be used in a new TV spot, themed "Thirst for greatness."

That spot, via McCann-Erickson, New York, will break in early February and run through the Winter Games.

Two other new spots, one from McCann and one from Lintas:New York, will run during the Winter Games. An Olympics-theme spot for Coca-Cola Classic is airing in Canada.

Coca-Cola also is sponsoring a "pin-trading" center in downtown Calgary, where its Olympic pins and those produced by other sponsors will be on sale.

The company's Olympics-related marketing activity "exceeds by 50%" the commitment made by Coca-Cola USA in 1984.

• Philips Lighting Co., Somerset, N.J., whose Netherlands-based parent company is a worldwide sponsor, will spend $3 million on network TV for the Winter Games

(Continued on Page 90)

Brewer names new ceo

Miller under pressure

By SCOTT HUME

NEWS ANALYSIS

A top management shift at Miller Brewing Co. last week is the latest, strongest sign that parent Philip Morris Cos. is losing patience with the brewing unit's performance.

It also may set the stage for another Australian buyout of a major U.S. brewer, industry observers suggest.

Newly named Miller President-CEO Leonard Goldstein, 60, formerly senior VP-sales, faces a mandate to build Miller's sales volume, a goal that eluded his predecessor, William Howell, 57, who elected to take an early retirement and move to Florida.

If Milwaukee-based Miller does not show substantial improvement in 1988, PM is expected to sell the company, just as it did last year with Seven-Up Co.

"It's clear PM has been putting the screws on to get [Miller's] numbers turned around," said John Collopy, analyst at Cleary, Gull, Reiland, McDevitt & Collopy. "It's a 'do it or else' situation, and I think the job had become more of a pressure cooker for Bill Howell than he wanted. I don't doubt for a minute that Miller is for sale."

Industry sources say PM has been looking for bids in the $2 billion range for Miller. If 1988 production shows little gain, New York-based PM could begin entertaining lower, more reasonable offers, they say.

One frequently mentioned potential bidder is John Elliott, chairman of Australia's Elder's IXL Ltd. brewery. His longtime Australian

(Continued on Page 93)

Magazines' ad breaks go over big

By PATRICK REILLY

NEW YORK—Time Inc. believes its highly promoted Max-Plan corporate ad discount is an early success.

But *Newsweek* and *U.S. News & World Report* say they have lost no ground in the newsweekly ad wars.

In the battle of Max vs. Match (*Newsweek*) vs. Flex (*U.S. News*), Time Inc. executives boast that the 461 advertisers signed for Max-Plan by Dec. 31 far exceeded their original estimates.

Time Inc. Magazine Group Senior VP Richard B. Thomas, the originator of Max-Plan, said Time originally thought the plan would

(Continued on Page 91)

World News Roundup

BRUSSELS—The European Parliament, in its report on TV broadcasting, advocates strong government control of advertising. The report also recommends a limit of 15% of airtime for advertising, with no more than 18% on any one hour taken up by advertising. A ban on tobacco advertising and strict curbs on alcohol commercials were upheld.

MADRID—Pepsi-Cola de Espana will aggressively promote Michael Jackson's concerts in Spain, hoping to boost its share of the Spanish cola market from 14% to 25%. PepsiCo, through J. Walter Thompson Co., will increase its Spanish ad budget by 50% to $4.1 million and launch caffeine-free Pepsi in mid-1988.

TORONTO—Levi-Strauss Canada moved its $3.1 million account to Harrod & Mirlin from DDB Needham Worldwide.

LONDON—Eddie Shah, founder of the unsuccessful *Today* tabloid, which later was sold to Rupert Murdoch's News Corp., is

(Continued on Page 69)

Jesse Jackson unveils TV effort

Candidate places spots on cable

★★★★ 88 Campaign

By STEVEN W. COLFORD

The Rev. Jesse Jackson, the only major presidential hopeful other than Gary Hart to eschew campaign advertising to date, this week breaks his first TV spots in Iowa and New Hampshire.

The 10 and 30-second "issue-oriented" cable TV spots will spotlight the Rev. Jackson in classic "talking-head" fashion, said campaign manager Gerry Austin, whose Columbus, Ohio, agency, Gerald J. Austin & Associates, is producing all the ads.

In commercials filmed last weekend and this week, the Democrat speaks to such broad themes as justice, peace and economic freedom, in anticipation of the first voter preference tests next month in Iowa and New Hampshire, Mr. Austin said.

Mr. Austin is a public relations and political consulting veteran whose previous clients included Ohio Gov. Richard Celeste. He said the Jackson TV campaign will break Jan. 22 in Iowa and continue through the Feb. 8 party caucuses, the first preference voting of campaign '88.

In New Hampshire, the campaign's first advertising breaks Feb. 9 and continues through the Feb. 16 primary, Mr. Austin said.

The campaign made heavy buys on Cable News Network, ESPN and Financial News Network in both states; the Yankee Cable Network, a Concord, N.H., cable program producer and distributor; and the Country Music Channel in Iowa, Mr. Austin said.

The buys were made on cable systems largely because of financial constraints. Although Mr. Austin said he also plans to buy time on broadcast outlets in both states, his explanation for buying cable first was forthright: "We can afford it."

He said the campaign's cable expenditure of $32,000 in Iowa was "about a third

JESSE JACKSON

the cost" of a comparable broadcast purchase. Mr. Austin added, "I'd buy broadcast first if I could, but . . ."

In his first presidential foray in 1984, the Rev. Jackson used essentially no campaign advertising. Certainly, his name recognition is not expected to receive any measur-

(Continued on Page 94)

Sears may hold winning card

Prospects brighten for Discover

By LAURIE FREEMAN and KATE FITZGERALD

Credit card watchers and market analysts are spotting signs that Discover, the troubled Sears, Roebuck & Co. card, may have turned the corner.

The most recent encouraging news occurred over the Christmas holidays, when even Sears officials were surprised at the card's strong use, following an intense Christmas marketing campaign created by J. Walter Thompson USA, Chicago.

JWT has been replaced on the $42 million account by DDB Needham Worldwide (AA, Nov. 23).

Paul Marrone, VP-media relations at Dean Witter Financial Services, the Sears unit that administers and markets the card, said the "phenomenal December" has caused executives to "re-evaluate Discover's position in a very crowded and mature industry. Our commitment is firm, and we have a lot of new things planned for 1988."

Across the board, analysts see reason for optimism.

"We think Discover is easily going to become the third big credit card, after Visa and MasterCard," said John DeMarco, VP at Payment Systems Inc., Tampa, Fla., a credit card industry research company. "Right now they're the second-biggest issuer of credit cards, behind CitiCorp."

Citicorp also is the industry leader in credit card volume.

"Their strategy was to first get the cards into the hands of consumers, and our research shows that 16% of all households now have a Discover card," Mr. DeMarco said. "Next they started working on merchant acceptance of the card, and they're still at it. The next step will be to get people to use the card."

John Love, publisher of *Credit Card Management*, a Chicago-based magazine, also believes Discover will succeed and become profitable, possibly even before the end of 1988.

"If you look at Discover right now and conclude that Sears is about to fold up its tent on the project, you're not realizing the practical start-up costs of a brand-new major credit card," Mr. Love said. He thinks Discover may begin to turn a profit by the third quarter.

The new optimism comes at a critical juncture for Discover. Competition in the $200 billion credit card industry is fierce, and profit margins are down, forcing marketers to rely on raiding rivals to boost market share.

Card issuers are slashing interest rates or working with companies and organizations to launch "affinity" cards that are issued jointly for cross-marketing synergies.

Sears already has spent more than $200 million to introduce and support the card. Although Discover in two years has attracted more than 22 million cardholders, it has not proved it can be a real force in the industry dominated by Visa and MasterCard.

"The Discover card has a built-in loss situation" because Sears does not charge an annual fee, said Spencer Nilson, publisher of *The Nilson Report*, a Santa Monica, Calif.-based credit industry newsletter. "While the bank cards are structuring their programs to meet consumers' needs, Discover has one formula. They can't possibly offer what the bank cards do."

Discover's rocky road

Leo J. Shapiro & Associates, Chicago, asked 450 people the following questions.

Will you apply for the Discover Card?

Definitely	11%
Maybe	19%
Definitely not	70%

If you have a credit card, which do you use most often?

Visa	60%
MasterCard	47%
American Express	42%
Discover	14%

But the optimists outnumber the pessimists. Bruce Brittain, principal at Brittain Associates, Atlanta, believes Discover will turn a profit but not in 1988.

"Sears is going to keep throwing money at Discover, and they'll accomplish what they set out to do," he said. "But I don't see how they're going to reach their goal of profitability this year."

Merchant acceptance has indeed been slow, though large retailers are starting to come aboard, including K mart Corp.

The question Dean Witter and DDB Needham are wrestling with is whether Discover can find a permanent place in consumers' wallets.

"That's a question that they [Sears] haven't answered to the satisfaction of the consumer," said Leo J. Shapiro, principal of Leo J. Shapiro & Associates, a Chicago-based market research company. "If the point is to use it as a financial services card, then there are cards that are far better. They have a program that's not going anywhere and, at this point, they should be [considering whether to] sell out to Visa or MasterCard."

An independent study by Shapiro indicates Sears is far from its goal of making Discover a major card. Nearly 70% of the 450 persons surveyed said they had no intention of applying for the card.

In April 1986, when the card was introduced, 71% of those surveyed said they would not apply. In May 1987, even after JWT's $40 million ad campaign was in full swing, 70% of respondents said they would not apply for a Discover card.

Also, those who have received a Discover card apparently are not inclined to use it instead of a Visa or MasterCard, the study showed.

Mr. Nilson said Discover cardholders tend to charge less on Discover than on other credit cards. The average Discover charge is $35, compared with Visa's and MasterCard's $60 per purchase. Discover's revolving balances also are lower, $550 per month to the bank cards' $1,000 monthly average.

The need to spur card use prompted the shift of the $42 million Discover account to DDB Needham from JWT.

Although it was JWT's last campaign, during December, stressing usage, that handed Dean Witter its Christmas bonus, sources trace the split in part to the agency's support for marketing strategy focusing on Sears' long-term goal of making Discover an integrated financial services card.

When Sears decided that Discover first should be established as a credit card, JWT found itself at odds with the company.

DDB Needham's first campaign, which will start in late spring, is expected to accentuate Discover's credit card capabilities with more direct comparisons to Visa and MasterCard.

Dean Witter still sees Discover as the first step in linking elements of a financial network.

But there are indications that Discover's ultimate goal is being tempered. In an interview last year with *Crain's Chicago Business*, a sister publication of Advertising Age, Robert Wood II, chief operating officer of Dean Witter's consumer banking division, said, "From day one, our initial goal was to make money as a credit card. You don't invest $200 million after-tax on the hopes that this is going to be an access vehicle to a lot of banking services."

Credit card marketers go for gold

By JUDITH GRAHAM

The big three credit card marketers will tangle over the lucrative gold card business this year.

The struggle will pit Visa USA, introducing its Visa Gold credit card in April, against American Express Co. and MasterCard International.

Gold MasterCard unseated Visa's Premier card from the No. 1 spot in the prestige credit card category last year. Visa's Premier card will be replaced by Visa Gold.

At stake is market share in one of the fastest-growing and most lucrative segments of the credit card business. Gold cardholders pay larger yearly fees, charge more on their cards and tend to have larger unpaid monthly balances, industry experts say.

MasterCard says it led the gold card field in December, with 6.5 million Gold MasterCards, compared with 5.5 million Visa Premier cards and 5 million American Express Gold Cards.

Gold cards from AmEx, MasterCard and Visa, including the Premier card, have captured about 66% of the $145.1 billion U.S. prestige card category, according to *The Nilson Report*, a Santa Monica, Calif.-based credit card industry newsletter. That market includes prestige cards from Citicorp Diners Club and others.

Based on dollar volume, Gold MasterCard led the category in 1987 with cardmember charges of $35.4 billion, followed by Visa Premier with $32.2 billion and AmEx Gold with $28.4 billion, Mr. Nilson said. Those figures do not include AmEx's Green and Platinum cards, which also serve an upscale clientele.

Visa Gold is "the most important thing we're doing this year in terms of product development," said David Roberts, advertising manager for the San Mateo company.

MasterCard, New York, assumed dominance in the category in 1987 because "they were more aggressive in selling, they had a unified look and they had a better set of features," he said. In contrast, Visa's Premier cards, controlled more closely by individual banks, had different names, colors and images.

While declining to give details of the upcoming ad campaign, Mr. Roberts said, "Everything we've done since we hired BBDO Worldwide in 1985 is to prove that Visa is better than American Express. We're pretty wedded to that strategy."

AmEx launched its first TV campaign for its Gold Card last November via McCann-Erickson.

The new emphasis on TV will cause Visa to boost ad spending for the prestige category significantly, Mr. Roberts said.

Asked how AmEx intended to respond to Visa's challenge, an AmEx spokesman said, "As the saying goes, imitation is really a form of flattery. But today's sophisticated consumers know the difference between an imitator and the real thing. They know you can't tell a card by its color."

Even before Visa announced its new credit card, MasterCard was planning to focus more attention in the first quarter on its Gold MasterCard. "Our gold card is our fastest-growing product. We want to get behind it while it's growing," said Joanne Black, senior VP-marketing services.

In early January, MasterCard began running print ads and bind-ins tailored to individual banks in women's, business and general-interest magazines. Under the new joint marketing program, banks pay for the bind-ins and MasterCard pays for the ads.

In the second quarter, MasterCard probably will follow the print campaign with spot TV and cable advertising. "We will probably work in a more targeted fashion with our gold card," Ms. Black said, adding that the market for gold cards tends to be concentrated in major markets.

Lintas:Worldwide handles MasterCard.

Fleet Owner offers advertisers a unique concept in media selection—the total truck fleet market delivered in two separate editions.

McGraw Hill

Consumers at home with shopping

By Joanne Cleaver

There's no doubt that home shopping via television is grabbing the interest and money of millions of consumers.

According to Carmel, Calif.-based Paul Kagan Associates, 56 million TV homes will have shopping available to them this year compared with just 3 million three years ago. Sales per home with the service will average $45, and total home shopping industry revenues will leap an estimated 45% from 1987 to $2.55 billion. In contrast, total 1988 U.S. retail sales are estimated at $1.5 trillion.

While some technological breakthroughs have been introduced recently, home shopping executives most likely will utilize existing technologies for cross-marketing purposes.

"What's happened in home shopping is the success of low tech. It uses technology that was already available but was not being used in an imaginative way," says Arnold Fishman, president of Marketing Logistics, Lincolnshire, Ill., a direct-marketing consultancy.

While most home shopping shows and networks are sticking to television-and-telephone, Home Shopping Network, St. Petersburg, Fla., has added an automated phone answering and order-taking system. The computerized voice response system, introduced last June, now handles up to 35% of incoming calls, according to Judy Luden, director of corporate communications, though it primarily is geared to repeat customers familiar with the HSN telephone ordering format.

Joanne Cleaver reported on home shopping services in the Oct. 26, 1987 Special Report on Direct Marketing.

■ *Home shopping has found success in low tech, using available methods in imaginative ways*

Telaction Corp., a Schaumburg, Ill.-based subsidiary of J.C. Penney Co., New York, has been developing an interactive cable video shopping mall through which consumers use a Touch-Tone phone to order products directly. So far, the service, which has been in development for two years, has 38 retailers signed, half of which are on line including Neiman-Marcus Co., Dallas, Marshall Field & Co., Chicago, J.C. Penney, New York, Express Music Catalog, New York, and a lesser-known Minneapolis-based grocery wholesaler, Nash/Lynch.

Industry consultants and other executives doubt the menu-based system that permits consumers to control the shopping process will eclipse the time-honored toll-free number method.

When the Telaction system goes on line, Express Music Catalog, which is also involved with videotex marketing, will offer 10,000 items representing all categories of music from classical to rock. Customers also will be able to contact Express Music operators through the Telaction system, allowing the customers to order from the company's titles, according to President Bob Hurley. He says that with Telaction, consumers can listen to clips from albums they are considering to buy—a significant marketing edge over mail order and retail stores.

"Telaction is so much easier to use than a home computer system," says Mr. Hurley. "We've have very good reception among the samples that have been tested [with consumers] so far."

Mary Dale Walters, director-corporate communications for Telaction, says the system "meets or exceeds all our test criteria in terms of easy directions and minimal waiting time. [Customers] find it easy to navigate, and liked the grocery store especially."

To help market the program, Telaction offers cable system operators a deal, something critics say the delay-plagued system has been forced to do because of a slow startup. Telaction is scheduled to come on line this month.

Networks are anxious to make deals with operators because of increased competition in the home shopping arena. For example, Los Angeles-based Shop Television Network is offering a six-month unconditional guarantee to participating cable operators. STN will pay those operators a commission that matches the commission paid by the home shopping service with the highest sales levels.

According to direct marketing and cable industry consultants, marketing and promotion will be critical for home shopping companies this year, partly because cable operators are realizing the profit potential. Shopping services pay sub-

The Fashion Channel's cross-marketing effort included this 14-page catalog-like direct mailer.

THE MARGIN OF VICTORY

A fraction of an inch.

A hundredth of a second.

When the competition is toughest, the difference between winning and losing can be remarkably small.

And in the race for new customers and increased sales, even the smallest advantage can separate the business leader from the business also-ran.

Now the nation's most competitive businesses are turning to Advanced Telemarketing Corporation for that critical, decisive edge. Because no other company helps you realize the potential of telemarketing better.

Capacity. Your calls get through. With more than 600 operator stations and the most advanced telecommunications switch in the industry, ATC puts technology to work for you.

Customized programs. ATC develops specialized inbound and outbound telemarketing strategies that help you find new ways to sell your products.

Caliber of people. Our well educated, highly trained sales force understands and fully communicates the quality of your product.

If you're looking for a new margin of victory, call Cathy Hynek at Advanced Telemarketing Corporation today. **214-830-1800.**

ATC
ADVANCED TELEMARKETING CORPORATION

The margin of victory for American business.

The Secret Is Out.

You can have a national TV campaign with a limited budget.

The secret is out. There's no reason why you should allow budget constraints to keep a good direct response product or service off the air. With help from LBAI, you really don't need a substantial budget to start a campaign – or keep it going.

* * *

LBAI – Lawrence Butner Advertising, Inc. – regularly helps many major national clients when the media budget just won't stretch enough to accommodate national TV. We place their commercials on the air in major markets across the country 52 weeks a year.

LBAI is the largest independent broadcast direct response agency in the business. We know how to help you develop and manage inquiries and orders on a steady basis.

What's more, with our unique, computerized telemarketing capability, we can turn the responses over to you within 24 hours after your commercial runs. So your responses become customers faster.

Talk to LBAI. Today. Ask for Larry Butner, President, and discover how you can have a national TV campaign with a limited budget.

Call 1-800-228-LBAI

In New York, call 212-682-3200.

LAWRENCE BUTNER ADVERTISING, INC.

228 East 45th Street, New York, NY 10017